

Abstract

Title: Corporate identity of a new gentleman's fencing club Tailor's Fencing Club

Goals: The goal of this thesis is to create a complete corporate identity of a new fencing club in the form of a business company. The outcome of this thesis will be used for the project of founding a new gentleman fencing club.

Methods: For the solution of the thesis I used the method of document analysis, the method of a group discussion with the future realization team of the project, the method of informal interviews with the future co-owner of the club and a marketing and PR expert and the method of observation in several chosen business and sport clubs.

Results: The outcome of this thesis is the creation of a complete corporate identity of a new club, including graphic designs of various chapters referring to the corporate identity, such as choosing the right name of the club together with the organization's philosophy, the creation of the logo, corporate colors, printed materials, merchandising, the interior of the club, the uniforms of the employees and the sports equipment, the design of the company's website, followed by the corporate communication and the product of the company. A next result is the formulation of the social contract of the organization.

Key words: company identity, epee fencing, design manual, social contract, gentleman's club